SALES ANALYSIS GROUP
Status as of 12/13/96

HEADQUARTERS

Analysis/Presentations

- Wal-Mart Promo Response - Topline analysis completed. Advanced modeling pending.
- McLane/Wal-Mart Presentation - Update of presentations charts/tables for 1/10/97 meeting.
- Business Review - Efforts to be coordinated with Business Analysis group to produce a presentation updated through year-end 1996. Presentation expected to be given to varied audiences including at 1997 Section "Kick-Off" meetings (Section 43 scheduled for 1/30/97).

Projects

- Marlboro Visibility Study - First methodology test completed. Survey design modifications and new mini test expected 1/97.
- Unit Manager Meeting Deck - Prototype of presentation materials for the 1/97 meeting completed. Clarification on objects and refinements pending
- Holiday Special Audits - First three weeks of custom audits completed, tracking reports and presentation to follow in late 96/early 97.
- Marlboro Lighter Audits - Custom audits of the February 2-pack lighter promotion currently being designed and proposals requested from major vendors.
- 1997 Chain Reporting Package - Working with Information Management group to resolved database issues. Preliminary report formats have been designed for presentation to Senior Sales management.
- Wal-Mart Florida Test - Update with 10/96 data completed. Next update likely by early 1997.
- 1997 Sales IC - Working to resolve any outstanding issues, concerns and policy decisions regarding transition from Nielsen to STARS.
- Challenge Week - Compile information for presentation to Challenge Week participants
- Diamond Shamrock - Designing test to measure effectiveness of promotional allocation using IRDD & ADSII tools. Meeting with core PM team and Diamond Shamrock scheduled for early January.
- RJR Partners

REGION 1

- CVS Analysis- Clustering project and pricing study for CVS drug stores.

REGION 2

- Section 24 Analysis - Preliminary deck completed. Review with Sales & Brand management expected 12/19/96.

REGION 3

- Game plans

REGION 4

- 1997 Region 4 Game Plan
- Section 42 District Analysis

REGION 5

- Master/Non-Master Industry CPW Analysis - Determine performance trends based on Retail Master status. Nearly completed
- Section 53 Analysis/game plan
- California C-store analysis

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Source: https://www.industrydocuments.ucsf.edu/docs/hlnm0004

- RM expansion - Determine RM opportunity store to expand RM volume penetration

- Urban - ~~Determ~~ Provide situation analysis to discuss with Sales & Trade Marketing 1/24

- RM - 1995 Review (STARS/NIELSEN)

- Food Lion

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Source: https://www.industrydocuments.ucsf.edu/docs/hlnm0004